

## How much is your time worth?

I've exchanged a lot of business cards over my 30+ years in the business world. Lord only knows the number of networking events, sales calls, presentations, meetings and events that I've attended where the customary exchange of business cards has taken place. Without exaggeration, I've probably gone through this exercise **thousands** of times. In all of those years I've never once received a business card where "Gift Purchaser" was the person's title.

This isn't surprising. I bet there aren't many, if any, people that even have 'Purchase gifts' in their job description. I'm pretty sure that 'purchasing gifts' falls in that infamous catch-all item that says ".....and other duties as assigned".

Why is this important? At The Basket Case we recognize that you have many other things that you are responsible for other than buying gifts for you customers, employees and co-workers. That's why we make it as quick and easy as possible for our customers to take the gift buying To Do off of their list. How do we do we make it easy?

1. You can order your way – phone, email, fax, online
2. Signature gifts are ordered in less than 1 minute. Yes, less than 60 seconds will get your order placed and the To Do off of your list
3. Customize contents and/or colors to suit the recipient. Need a gift for a diabetic? No problem. Need a Kosher gift? No problem. Her favorite color is red? No problem.
4. We hand deliver locally, ship nationwide.
5. No "wondering" around the mall for hours looking for one of a kind gift, we create them to order.
6. Most orders completed the next business day.

Yes, I could go on and on about how we save you time, but I'm sure you get the picture. Give us a call at 407-648-0034 to get your questions answered and to place your order. Once you do, you'll see why we are the gift company of choice.

Heck, I've even exchanged cards standing in line at the movie theater, at a Wrestlemania event, at a Chinese restaurant, in the hardware store, stuck in traffic, the grocery store, Burger King and all sorts of other not-typical places. I bet you've exchanged cards in some pretty non-typical places too.

-- Bruce H. Kubec